

## **New Business Manager**

Salary: from £37855

Contract: Full-time (37.5 hours, 5 days per week), Permanent

Location: London (hybrid role with home working)

Reporting to: Director of Development

### **Key relationships:**

Internal: Fundraising and business partnerships teams, Delivery teams, ThinkForward central team, ThinkForward beneficiaries.

External: Prospective employer partners and corporate funders

### **Overview and purpose of role**

The New Business Manager will play a vital role in advancing ThinkForward's strategic objectives to grow our employer partnerships, whilst simultaneously enhancing our financial sustainability. You will hold a personal revenue target for new business partners.

We seek a candidate with demonstrable experience of creating new high value partnerships with corporate organisations. These will result in workplace opportunities for the young people we serve as part of our 'job creation strategy', as well as generating income to help us reach our fundraising targets over the next 3 years.

You will be creative, self-driven and able to work highly proactively to identify and establish new relationships. You will be comfortable working to fundraising targets, and within an environment of healthy pressure.

You will be highly collaborative and able to work productively with the wider team leading on our job creation and corporate fundraising strategies, which includes the ThinkForward executive team, business partnerships and fundraising teams.

You will share ThinkForward's passion for changing young people's lives and identify with the strong sense of common purpose that drives our work. You will share our values and our absolute commitment to the principles of equity, anti-racism and inclusion.

### **Core responsibilities**

#### **Fundraising**

- Support the Director of Development in delivering on ThinkForward's income generation strategy, identifying pathways to achieve our goal of establishing diverse and sustainable funding streams, and meeting ambitious annual and strategic funding targets.
- Prospecting companies and major donors aligned with our missions and values, with the capacity and propensity to make high value financial contributions, which are ideally unrestricted.
- Developing a strong pipeline of potential new partners and donors, with a highly proactive approach to moving them towards maturation within agreed timescales
- To work closely with the board, senior team and wider ThinkForward Champions, to leverage existing connections and warm introductions

- Act as an excellent representative for ThinkForward, able to articulate our mission and vision in compelling manner, to secure new partnerships and engage partners in our tiered menu of engagement offers through effective stewardship

To ensure that the wider ThinkForward senior team are engaged in pitching and new relationship discussions at the appropriate stage, and to play to the strengths across the existing team

- To hit agreed annual targets for fundraising and number of new employer partnerships secured, in support of broader organisational objectives
- To utilise our salesforce CRM system effectively, to record leads and ensure clear records of communication and stage progression across the wider team
- To develop high quality pitches and proposals which are effective in securing the interest and engagement of new potential partners, aligning with their own strategic focus and business needs, as well as the needs of ThinkForward's young people
- Support the Development team on any other tasks and projects as needed.
- Support the development in the execution of a major donor strategy
- To promote a culture of equity, inclusion and belonging through your own conduct and practice, including a shared commitment to our principles of anti-racism

## Person specification

### Qualifications, skills and abilities

- Keen interest in ThinkForward's area of work and the challenges facing young people.
- A proven track record in securing high value, long term corporate partnerships
- Highly creative, can-do attitude. You will be resilient and persevere to achieve results.
- Excellent pitching skills, with the ability to tailor the style of communications to different audiences, aligned to their business priorities
- Good research skills and the ability to analyse and synthesise data quickly
- Experience of using a CRM system (ideally Salesforce) or other CRM databases.
- The ability to work effectively with people from all backgrounds and create strong relationships from both cold and warm prospects
- Strong organisation and time management skills, with the ability to prioritise tasks, meet deadlines and work well under pressure.
- Understanding of corporate fundraising and corporate social responsibility including youth employment initiatives
- Uses own initiative and can work well unsupervised and when working remotely.
- Good knowledge of Microsoft Word, Excel and PowerPoint.
- Commitment to ThinkForward's equity and inclusion principles

This is a description of the role as it is presently constituted. It is the practice of ThinkForward to review job descriptions from time to time to incorporate changes in line with organisational need.